



SAP

C_BCBAI_2502 Exam

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Question 1. (Single Select)

SAP AI for Sales and Marketing Automation

How does SAP AI support sales and marketing automation? Please choose the correct answer.

- A: By providing AI-driven lead scoring and customer insights
- B: By automating workforce planning
- C: By generating payroll reports
- D: By managing cloud infrastructure

Correct Answer: A

Explanation:

SAP AI enhances sales and marketing automation by leveraging data-driven insights to optimize customer engagement and campaign performance. The correct answer is “By providing AI-driven lead scoring and customer insights,” as this directly aligns with SAP’s documented capabilities in sales and marketing automation.

SAP documentation explains: “AI in sales and marketing helps automate and enhance tasks such as customer segmentation, lead generation, and personalized advertising. It uses data analysis to predict customer behavior, optimize campaign performance, and improve decision-making, driving increased efficiency and revenue growth.” Specifically, SAP AI for Marketing within SAP Customer Experience supports “AI-driven lead scoring” to prioritize high-value prospects and provides “customer insights” through predictive analytics to tailor campaigns. For instance, SAP Sales Cloud uses AI to “turn prospects into customers using instant account insights,” enabling sales teams to focus on high-potential leads. Miele Professional’s use of AI in SAP Sales Cloud demonstrates streamlined B2B sales through personalized insights, reinforcing this capability.

The incorrect options are unrelated to sales and marketing automation. Automating workforce planning is an HR function, typically handled by SAP SuccessFactors. Generating payroll reports is a financial task, not marketing-related. Managing cloud infrastructure is an IT function, not within the scope of SAP AI’s sales and marketing capabilities. SAP’s focus on AI-driven customer engagement excludes these options.

- SAP Business AI | AI Software Solutions | AI For Business, Published: 2025-02-13

- SAP Business AI Solutions | AI Built into Business Processes, Published: 2024-06-10
- SAP Learning Hub: SAP Customer Experience and Marketing Solutions

Question 2. (Multi Select)

Bottom-Line Benefits of SAP Business AI

If a company implements SAP's Business AI offerings comprehensively, all things being equal, which bottom-line benefits could they expect? Note: There are 2 correct answers to this question.

- A: Gross profit increase: up to 1.4%
- B: Gross profit increase: up to 3.5%
- C: Revenue increase: up to 3.5%
- D: Revenue increase: up to 1.4%

Correct Answer: A, C

Explanation:

Implementing SAP Business AI comprehensively can lead to significant financial benefits. According to SAP's official documentation, businesses can expect:

- An estimated 1.4% increase in gross profits.
- An estimated 3.5% increase in revenue.

These figures are based on SAP's analysis of the impact of AI-driven efficiencies and enhancements across various business processes. For instance, a company with €10 billion in revenue could see an annual bottom-line benefit of €141 million and a revenue impact of €352 million.

Question 3. (Multi Select)

SAP AI Solutions for Logistics

A logistics company is looking to reduce delivery delays and improve inventory management. Which SAP AI-powered solutions should they implement? Note: There are 3 correct answers to this question.

- A: SAP AI Business Services
- B: SAP Predictive Analytics
- C: SAP BusinessObjects Planning
- D: SAP Digital Manufacturing Cloud
- E: SAP Cloud ERP

Correct Answer: A, B, D

Explanation:

For a logistics company aiming to reduce delivery delays and optimize inventory management, SAP offers AI-powered solutions that enhance supply chain efficiency and forecasting. The correct answers are SAP AI Business Services, SAP Predictive Analytics, and SAP Digital Manufacturing Cloud, as these solutions directly address logistics challenges with AI-driven capabilities.

SAP documentation highlights: “Create a risk-resilient and sustainable supply chain with built-in AI that is connected and contextualized. Enabling you to predict customer demand and adjust to change.” SAP AI Business Services provide reusable AI capabilities, such as machine learning for demand forecasting and anomaly detection, which help “optimize supply chain operations by analyzing real-time data and market trends.” SAP Predictive Analytics, embedded in solutions like SAP S/4HANA, supports “predicting customer demand and adjusting inventory levels” to minimize delays and overstocking. SAP Digital Manufacturing Cloud leverages AI to “optimize production scheduling and inventory management,” ensuring efficient logistics operations by integrating real-time data from manufacturing and supply chain processes.

The incorrect options—SAP BusinessObjects Planning and SAP Cloud ERP—are not primarily AI-driven for logistics. SAP BusinessObjects Planning focuses on financial planning and analytics, not logistics-specific AI applications. SAP Cloud ERP, while encompassing AI capabilities, is too broad and not specifically tailored to logistics compared to the selected solutions. SAP’s case study on Henkel illustrates how AI in SAP Business Technology Platform enhances supply chain resilience, supporting the relevance of the chosen solutions.

- SAP Business AI | AI Software Solutions | AI For Business, Published: 2025-02-13
- SAP Business AI | LeverX, Published: 2024-06-02
- SAP Learning Hub: SAP Supply Chain and Manufacturing Solutions

Question 4. (Multi Select)

SAP AI Solutions for Marketing

Which SAP AI solutions help businesses create personalized marketing campaigns? Note: There are 3 correct answers to this question.

- A: SAP AI for Marketing (SAP Customer Experience)
- B: SAP Predictive Analytics
- C: SAP Conversational AI
- D: SAP Blockchain for Business
- E: SAP Business Warehouse

Correct Answer: A, B, C

Explanation:

SAP offers AI solutions to enhance marketing by enabling personalized campaigns through data-driven insights and automation. The correct answers are SAP AI for Marketing (SAP Customer Experience), SAP Predictive Analytics, and SAP Conversational AI, as these solutions directly support personalized marketing efforts.

SAP documentation states: “AI in sales and marketing helps automate and enhance tasks such as customer segmentation, lead generation, and personalized advertising. It uses data analysis to predict customer behavior, optimize campaign performance, and improve decision-making, driving increased efficiency and revenue growth.” SAP AI for Marketing, part of SAP Customer Experience, enables “sophisticated campaigns, such as abandoned browse, post-purchase cross- and upsell, and winback with AI segments,” using AI to tailor campaigns based on customer lifecycle and behavior. SAP Predictive Analytics supports “predicting customer behavior” by analyzing historical data to optimize campaign targeting. SAP Conversational AI, via Joule, enhances marketing by “using generative AI in email marketing to tailor and

personalize email subject lines and preview text,” improving customer engagement.

The incorrect options—SAP Blockchain for Business and SAP Business Warehouse—are not relevant. SAP Blockchain for Business focuses on secure transactions, not marketing. SAP Business Warehouse is a data storage solution without embedded AI for personalized campaigns. Miele Professional’s use of AI in SAP Commerce Cloud demonstrates streamlined B2B sales through personalized experiences, reinforcing the chosen solutions’ effectiveness.

- SAP Business AI | AI Software Solutions | AI For Business, Published: 2025-02-13
- SAP Business AI Solutions | AI Built into Business Processes, Published: 2024-06-10
- SAP Learning Hub: SAP Customer Experience and Marketing Solutions

Question 5. (Multi Select)

SAP AI Solutions for Fraud Detection

Which SAP AI solutions are used for fraud detection and risk assessment? Note: There are 2 correct answers to this question.

- A: SAP Predictive Analytics
- B: SAP AI Business Services
- C: SAP SuccessFactors Learning
- D: SAP Extended Warehouse Management

Correct Answer: A, B

Explanation:

SAP provides AI solutions to enhance financial security through fraud detection and risk assessment. The correct answers are SAP Predictive Analytics and SAP AI Business Services, as these solutions are specifically designed to identify anomalies and mitigate risks in business processes.

SAP documentation explains: “SAP AI solutions can detect anomalies and patterns in financial transactions, procurement processes, and other business operations to identify potential fraud and risks. By proactively addressing these issues, businesses can mitigate financial losses and

protect their reputation.” SAP Predictive Analytics, embedded in SAP S/4HANA and other solutions, supports “AI-assisted anomaly detection” to identify unusual patterns in financial data, such as fraudulent transactions. SAP AI Business Services offer reusable AI capabilities, including machine learning for “fraud detection in finance,” enabling organizations to monitor transactions and assess risks in real-time.

The incorrect options—SAP SuccessFactors Learning and SAP Extended Warehouse Management—are not relevant. SAP SuccessFactors Learning focuses on employee training, not fraud detection. SAP Extended Warehouse Management is designed for logistics and inventory, not financial risk assessment. SAP’s emphasis on AI in finance, as seen in solutions like SAP Cash Application, underscores the suitability of the selected solutions for fraud detection.

- SAP Business AI | LeverX, Published: 2024-06-02
- Reviewing the Use Cases of SAP Business AI in Finance, Published: 2024-10-28
- SAP Learning Hub: SAP AI Business Services and Financial Solutions



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